

# Banana Fund

# Annual Investment Plan

## 2025/26



September 2025

**Hort**  
**Innovation**

**BANANA**  
**FUND**

## Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Banana Fund in 2025/26 can be found below. Each year, banana industry representatives meet as advisory panels to discuss investment recommendations in line with the Banana Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The banana R&D advisory panel met on December 12, 2024 and the marketing advisory panel met July 21-22, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendation is listed in Table 2.

*Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Banana Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.*

**Table 1. Banana R&D prioritised investment recommendations for 2025/26**

Priority	Investment	Outcome	Strategy
1	Generation of data – banana sulphur trials	1. Industry supply, productivity and sustainability	1.7 Crop safety data
2	Empowering biosecurity: multi-pest surveillance and grower engagement project	1. Industry supply, productivity and sustainability	1.3 Biosecurity preparedness
3	Discovering new sources of resistance for Panama Tropical Race 4 (TR4)	1. Industry supply, productivity and sustainability	1.1 New varieties
4	Banana multi-pathogen diagnostics	1. Industry supply, productivity and sustainability	1.3 Biosecurity preparedness

**Table 2. Banana marketing investment recommendation for 2025/26**

Priority	Investment	Outcome	Strategy
1	Banana marketing program – 18 months (January 2026-June 2027)	2. Demand creation	2.1 Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Banana Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Banana SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

**Table 3. Current banana contracted R&D project actuals at 2024/25 and forecast to 2027/28**

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
<a href="#">BA16003</a>	Banana industry minor use permit program	755	-	-	-
<a href="#">BA19004</a>	Regulatory support and coordination (pesticides)	533,104	173,201	-	-
<a href="#">BA20002</a>	Banana industry R&D Coordination	129,348	129,348	194,024	-
<a href="#">BA21000</a>	Identifying new resistance genes for Panama Tropical Race 4	127,109	-	-	-
<a href="#">BA21001</a>	Banana industry diagnostic capacity and capability building	353,539	228,760	499,112	-
<a href="#">BA21002</a>	New varieties for Australian banana growers	179,901	359,801	642,503	-
<a href="#">BA21003</a>	Multi-pest surveillance and grower education to manage banana pests and diseases	564,842	-	-	-
<a href="#">BA21004</a>	Banana integrated pest and disease management program	344,840	344,840	603,470	-
<a href="#">BA22000</a>	Banana industry communications program	340,000	340,000	340,000	207,814
BA22003	Banana de-handing prototype development	167,500	-	-	-
<a href="#">BA22009</a>	Banana industry benchmarking	97,200	97,200	97,200	259,200
<a href="#">BA23000</a>	Biosecurity and sustainability in the banana industry project	129,124	129,124	129,124	129,121
BA23003	Australian Banana Industry Congress independent impact assessment	8,800	-	-	-
BA23910	Industry advice and grower consultation	296	-	-	-
BA24001	Banana creative testing	37,750	12,250	-	-
<a href="#">BA24002</a>	Australian Banana Industry Congress 2025	80,000	20,000	-	-
<a href="#">BA24003</a>	Enhancing pest surveillance, grower engagement and banana biosecurity resilience	343,582	412,298	412,298	549,732

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
BA24005	Banana Strategic Reference Group (BSRG) reporting costs	600	2,400	-	-
BA24910	Industry advice and grower consultation	11,606	-	-	-
<a href="#">MT20007</a>	Regulatory support and coordination (pesticides)	8,473	-	-	-
<a href="#">MT21004</a>	Consumer behavioural data program	48,098	34,629	41,704	-
<a href="#">MT21006</a>	Australian Horticulture Statistics Handbook	25,278	-	-	-
<a href="#">MT21015</a>	Horticulture Impact Assessment Program 2020/21 to 2022/23	7,224	-	-	-
<a href="#">MT22011</a>	Horticulture National Lean Leaders Program	6,500	9,311	-	-
<a href="#">MT23001</a>	Strategic Agrichemical Review Process (SARP) 2023 updates	4,448	-	-	-
MT23006	Independent mid-term review of VG21000, MG21002 and BA20002	19,851	-	-	-
MT23007	M&E dashboard automation test	2,047	-	-	-
<a href="#">MT23201</a>	Consumer usage and attitude tracking 2023/24	12,257	-	-	-
<a href="#">MT23202</a>	Comms evaluation deep dive modules 2023/24	6,000	-	-	-
<a href="#">MT24005</a>	Horticulture Impact Assessment Program 2023/24 to 2025/26	6,392	4,261	5,326	-
<a href="#">MT24008</a>	Regulatory support and coordination (pesticides)	14,080	9,387	9,387	14,080
<a href="#">MT24201</a>	Consumer usage and attitude tracking 2025/26	10,127	20,254	20,254	-
<a href="#">ST20003</a>	Generation of data for pesticide applications in horticulture crops 2021	10,856	-	-	-
Total		3,631,525	2,327,064	2,994,4014	1,159,947

**Table 4. Current contracted banana marketing project actuals at 2024/25 and forecast to 2025/26**

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
BA23500	Banana creative and talent fees (Including retail media) – H2 January to July (Expenses only)	10,716	-
BA23502	Banana community events, samples and website FY24 (Expenses only)	853	-
BA23504	Banana storage, dispatch and printing FY24 (Expenses only)	3,909	-
BA23505	Banana point of sale FY24 (Expenses only)	28,800	-
BA23506	Banana Supply Chain Engagement Manager FY24/25	87,500	62,500
BA23507	Banana kids education program FY24/ FY25	90,000	10,000
BA23509	Banana ambassador role – Billy Slater	5,000	-
BA23910	Industry advice and grower consultation	321	-
BA24501	Banana merchandise – 18 months: July 2024 to December 2025 (Expenses only)	59,593	-
BA24502	Banana community events, samples and website – 18 months: July 2024 to December 2025 (Expenses only)	40,085	19,915
BA24504	Banana storage, dispatch and printing: 18 months: July 2024 to December 2025 (Expenses only)	25,687	34,313
BA24505	Banana ambassador role – Billy Slater – 17 months: August 2024 to December 2025)	12,500	20,000
BA24506	Banana retail, shopping centre and event sampling – 18 months: July 2024 to December 2025	485,918	208,250
BA24507	Banana retail (Fresh Markets Australia) – 18 months: July 2024 to December 2025 (Expenses only)	41,773	18,227
BA24509	Retail – Coles radio and online FY24 (Expenses only)	107,500	-
BA24601	'Make your body sing' campaign – including media, creative, social media, public relations, retail media and kids education program: 18 months	2,240,000	1,115,000
MG24501	Brisbane Markets public relations sponsorship (Expenses only)	-	-
BA24503	Banana point of sale – 18 months: July 2024 to December 2025 (Expenses only)	-	60,000
BA24508	Banana tactical activities – 18 months: July 2024 to December 2025 (Expenses only)	-	100,000
<b>Total</b>		<b>3,240,155</b>	<b>1,648,205</b>



## Financial statements

Financial statements for the banana R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

**Table 5. Banana R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)**

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	777,087	667,510	853,798	286,766
Levies from growers	1,971,119	1,900,000	1,900,000	1,900,000
Commonwealth funds	2,104,287	1,711,138	2,458,954	1,890,129
Other income	40,347	14,684	9,697	9,741
<b>Total income</b>	<b>4,115,753</b>	<b>3,625,822</b>	<b>4,368,651</b>	<b>3,799,871</b>
Project funding <sup>1</sup>	3,631,525	2,753,081	3,443,662	1,511,985
Available for investment	-	200,000	800,000	1,750,000
Service delivery	577,049	469,194	674,245	518,273
<b>Total matched expenditure</b>	<b>4,208,574</b>	<b>3,422,275</b>	<b>4,917,907</b>	<b>3,780,259</b>
Federal Government levy collection costs	16,756	17,259	17,776	18,310
Annual levy cash movement	-109,577	186,288	-567,033	1,302
<b>Closing balance</b>	<b>667,510</b>	<b>853,798</b>	<b>286,766</b>	<b>288,068</b>

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

**Table 6. Banana marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)**

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	991,606	1,336,973	983,787	497,672
Levies from growers	4,197,753	4,000,000	4,000,000	4,000,000
Other income	29,038	10,000	10,500	11,025
<b>Total income</b>	<b>4,226,791</b>	<b>4,010,000</b>	<b>4,010,500</b>	<b>4,011,025</b>
Project funding <sup>1</sup>	3,240,155	3,644,812	3,755,667	144,000
Available for investment	-	-	-	3,200,000
Service delivery	605,585	681,374	702,098	625,139
<b>Total expenditure</b>	<b>3,845,740</b>	<b>4,326,186</b>	<b>4,457,765</b>	<b>3,969,139</b>
Federal Government levy collection costs	35,684	37,000	38,850	40,793
Annual levy cash movement	345,367	-353,186	-486,115	1,093
<b>Closing balance</b>	<b>1,336,973</b>	<b>983,787</b>	<b>497,672</b>	<b>498,765</b>

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.





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